



COUNTY OF MAUI
DEPARTMENT OF PLANNING
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WAILUKU, HI 96793
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Application packet for
COMPREHENSIVE SIGNAGE PLAN
(CSP)

I. SOURCES OF AUTHORITY

Sources of authority for a **Comprehensive Signage Plan (CSP)** are listed below:

- [Maui County Code, Chapter 16.13](#), Commercial Signs

Copies can be obtained at the Planning Department at 2200 Main Street, in Wailuku. A PDF fillable version of this application may also be downloaded from the [Planning Department, Permit and Development Applications](#), portion of the County's website at, www.mauicounty.gov.

II. PURPOSE

The council finds, amongst other things, that the people of Maui County have a primary interest in controlling the erection, location, and maintenance of signs and that the indiscriminate erection and maintenance of large signs seriously detract from the enjoyment and pleasure of the natural scenic beauty of the County. In order to encourage uniform and aesthetically acceptable signs amongst tenants in multi-tenant buildings and multi-tenant lots, it is necessary for a Comprehensive Signage Plan (CSP) be submitted for review and approval by the Maui County Planning Department.

III. APPLICATION CONTENTS

This application packet contains the following documents:

1. CSP Permit Application and Checklist of required submittals (pg 2-3).
2. For reference, an abbreviated portion of the Maui County Code, Chapter 16.13, Commercial Signs (pg 4-8).
3. For reference, acceptable CSP examples (pg 9-16). *Submitting a CSP that does not conform, or is not similar to the provided examples may result in a delay in the processing of your application.*

IV. PROCESSING PROCEDURES

Upon submittal of a completed Comprehensive Signage Plan (CSP), the Department of Planning (Department) will review the proposed CSP. The Department will review the proposed CSP to determine if it conforms to the Maui County Code and if approval can be done administratively, or if further review is required by the Urban Design and Review Board (UDRB).

If further review is required by the UDRB, the applicant will need to present their proposed CSP to the UDRB. The presentation shall include detailed examples and renderings of how the building and signs will look when completed. Additional presentations and revisions may be required by the UDRB. The Department will then make a final determination of approval based on the Maui County Code and the comments from the UDRB.

CSP Permit Application & Checklist

Comprehensive Signage Plan Application & Checklist

| | | | |
|--|--------------------|------------------------------|--------------------|
| PROJECT NAME (BUILDING NAME, IF IT IS NAMED) | | TAX MAP KEY NUMBER (TMK) | |
| PROJECT ADDRESS (ADDRESS OF PROPERTY) | | CITY, STATE, & ZIP CODE | |
| INDICATE IF THIS APPLICATION IS FOR A <input type="checkbox"/> NEW CSP <input type="checkbox"/> REVISED CSP EXISTING CSP PERMIT NO. | | | |
| OWNER INFORMATION | | APPLICANT INFORMATION | |
| NAME(S) OF PROPERTY OWNER(S) | | NAME OF APPLICANT | |
| ADDRESS | | ADDRESS | |
| CITY, STATE, & ZIP CODE | | CITY, STATE, & ZIP CODE | |
| EMAIL ADDRESS | BUSINESS TELEPHONE | EMAIL ADDRESS | BUSINESS TELEPHONE |

- If any of the information in this checklist is not clearly included, the CSP application may be deemed incomplete and returned to the applicant, delaying the processing of your application.
- **Please submit all items on 8.5 x 11 inch sheets of paper.**

- ☐ 1. **Is this an application to modify an existing CSP:** ☐ Yes ☐ No
 A. If yes, include a copy of the original approval letter(s) and a complete copy of the existing CSP.
- ☐ 2. **Non-refundable filing fee:**
 (See [Fee Schedule, Table B](#), "Other Sign Permits") Payable to County of Maui, Director of Finance.
- ☐ 3. **Cover Sheet:** Include information such as:
 A. The complete Tax Map Key (TMK) Number, name of shopping mall or building that the Comprehensive Signage Plan (CSP) is for, and the address of the complex.
- ☐ 4. **General Sign Specifications and rules:**
 Include all the signage rules that tenants will adhere to. The specifications must conform to the Maui County Code. The general sections of rules may include:
 A. **Introduction.**
 B. **Scope of Sign Criteria.**
 C. **General Design Criteria.**
 D. **General rules for Business Signs.** (Please always include the first item below in your CSP.)
 1. No signs shall be erected and/or maintained on the property or building except in conformity with all applicable County Codes, Rules and Ordinances. Each building or business identification sign larger than twelve (12) square feet will require a separate sign permit from the County of Maui.
 2. See the example on page 10 of this application showing other items to consider placing in this area.
- ☐ 5. **Design Requirements for Signs:**
 Include all information on the sign size, illumination, colors, materials, location, mounting requirements of all signs, and a scaled rendering of how the signs will appear when erected. The general sections may include:
 A. **Signs Provided by Tenant.**
 1. Business Identification Sign(s)
 2. Information Sign(s) (such as business hours)
 B. **Signs Provided by Landlord.**
 1. Ground Sign(s) (For ground signs, include information on landscaping, foundation details, and irrigation)
 2. Building Sign(s)

CSP Checklist Continued

- ☐ 6. **Location Map:**
- A. Map shall identify the subject property along with the surrounding properties. It shall be on its own page, drawn to scale, fill most of the page, and be legible.
- ☐ 7. **Site Plan of the Entire Complex:**
- Site Plan shall be to scale and must include all buildings affected by the CSP. Please use an entire sheet (or sheets) of paper on this item to ensure it is large enough to be clearly legible.
- At a minimum, include the following items:
- A. The complete lot.
B. The width of lot frontage along all streets or public right of ways (measured in feet).
C. The setback of each building(s) from the front of the lot (measured in feet).
D. The width of each building(s) facing the lot frontage (measured in feet).
E. The ground sign location (if there will be one) and distance from edge of lot, building, etc.
F. The individual business frontages (measured in feet).
G. The location of all proposed signs.
- ☐ 8. **Site Plan of the Individual Tenant Spaces (Floor Plan):**
- The site plan of the individual tenant spaces (floor plan) shall include the following items:
- A. The floor plan for each tenant space.
B. The width of each tenants frontage (measured in feet).
C. The location of each tenants entrance.
D. An indication of where the tenants signs are proposed to be installed.
- ☐ 9. **Exterior Building Elevation Plan:**
- Please use an entire sheet (or sheets) of paper on this item to ensure it is large enough to be clearly legible. Elevation plans shall include the following:
- A. A scaled rendering of how the signs will appear when erected.
B. Include elevations of all sides of the building proposed to have signs.
C. Indicate the distance (measured in feet), between finished grade and the bottom of all signs.
D. Indicate the exact location of where the business/tenant signs are proposed to be installed.
- ☐ 10. **Photos of property as it appears from the street:**
- Please use an entire sheet (or sheets) of paper on this item to ensure it is large enough to be clearly legible.
- A. Include colored photographs of the building(s) and project site.
B. If necessary, to ensure the whole side of each building is in the photo(s), take the photo(s) from the other side of the street looking toward the building(s).
C. If signs are already in place, include colored photographs of all signs previously erected. Be advised that those signs must be brought into conformity with the current code, renderings, and conditions of the approved CSP.
- ☐ 11. **Authorization and Approval from the owner:**
- If the applicant submitting the CSP is a person or agency other than the property owner or management agency, include a letter of approval and authorization. The letter must confirm that the owner or management agency has authorized the applicant to apply for the CSP on their behalf and approves of the CSP. Please include the complete contact information for both the owner and applicant on this letter.
- ☐ 12. **Number of copies to submit:**
- Submit two (2) hard copies of your proposed Comprehensive Sign Plan (CSP).
- Note: when the CSP is ready to be approved, additional hard copies may be needed as well as an electronic copy in PDF format, on a compact disk.

Abbreviated Portions of the Maui County Sign Regulations

General Sign Regulations (M.C.C. 16.13.140).

- A. The highest point of any sign shall not extend above the highest point of the portion of the roof or wall of a building or structure to which it is attached. Roof signs shall not extend vertically above the highest portion of the roof and no part of the sign shall be separated from the rest of the roof by a space of more than six inches.
- B. The highest point of any ground sign, except wind signs, shall not exceed twelve feet above the ground, including any structures required for its support.
- C. The highest point of wind signs shall not exceed twenty-five feet above the ground.
- D. The lowest point of any sign projecting over walkways or paths shall not be lower than eight feet above the ground, and the lowest point of any sign projecting over streets or alleys shall not be lower than fifteen feet above the ground.
- E. No sign or its support structure shall prevent or hinder passage to or from any window, door, or fire escape of a building. No sign or its support structure shall interfere with free passage from one part of a roof to another.
- F. Ground signs shall be securely affixed to the ground and shall not overhang any public right-of-way.
- G. No ground signs shall be permitted between a building and a street right-of-way less than ten feet away.
- H. All ground signs must be accompanied by landscaping.
- I. No signs, except wind signs, shall be designed, constructed or maintained so as to allow the sign to swing in the wind.
- J. Directly illuminated signs are prohibited in and within one hundred fifty feet of residential districts. Indirectly illuminated signs must be shielded in such a way that no direct rays from the light are visible elsewhere than on the lot where the illumination occurs.
- K. Every sign and the structure that supports it shall be maintained in a clean, rust free, painted and structurally sound manner.
- L. Upon closure of a business, any sign relating or granted to said business shall be removed.

Prohibited Signs (M.C.C. 16.13.150). The following signs shall be prohibited:

- A. Any sign requiring mechanical, electrical, or any other power source for its animation, flashing, movement or motion, except wind.
- B. Inflatable signs.
- C. Signs which refer to activities or uses on another lot.
- D. Signs greater than six square feet composed primarily of reflective materials, such as mirrors, bright metals and highly reflective paint.
- E. Portable signs.
- F. Signs attached to or placed on a non-registered vehicle, trailer or vessel.
- G. Signs attached to or placed on a permanently parked vehicle, trailer or vessel.
- H. Signs attached to, painted, or placed on a registered vehicle, trailer or vessel which include arrows or directional information, except addresses.

Time limit on sign permits (M.C.C. 16.13.190).

Each permit for a new sign shall require the permittee to erect the sign within ninety days after the permit is issued. The permit shall require the permittee to screen the sign from public view while the sign is being erected, except while work is actually being done.

Transfers of sign permits (M.C.C. 16.13.200).

A sign permit is not transferable from one entity to another for the same sign location and size unless a notice of transfer is file with the director within ninety days of the effective date of a transfer of real property on which the sign is erected. The director shall prescribe forms for this purpose. A sign permit is not transferable from one location to another. Sign permits for legal nonconforming signs as defined in section 16.13.220 shall not be transferable.

Method of determining sign area (M.C.C. 16.13.040).

- A. The sign area shall consist of the entire surface area including any plate, frame, outline or trim.
- B. When a sign consists of letters, words or graphics intended to be viewed as a whole, the sign area shall be the smallest square or rectangle within which the entire letters, words and graphics can fit in.
- C. For multi-faced signs, the perimeter of the measurable area shall be the outline of the sign when viewed from its largest side.
- D. The perimeter of measurable area shall not include structures required for its support.

General prohibition. M.C.C. 16.13.050

All signs not specifically authorized by this chapter are prohibited.

Signs Authorized in airport, hotel/resort, business/commercial, apartment, and industrial districts (M.C.C. 16.13.070).

| Size Type | Quantity | Maximum Size (square feet) | Possible Kinds | Other Regulations | Permit Required |
|-------------------------|---|--|--|---|---|
| Building identification | 1 per building frontage | See chart below; 16 square feet if projecting or hanging | Wall, window, hanging, projecting, wind, or roof | Must be a multi-tenant building | Yes, if sign is greater than 12 square feet |
| Business identification | 1 per business frontage; 1 additional sign may be permitted if business is directly adjacent to more than one street | See chart below; 16 square feet if projecting or hanging | Wall, window, hanging, projecting, wind or roof | May be projecting if business unit has entrance on ground floor; Must be attached to unit if multi-story building; At least one business identification sign must be located on entrance side of a business | Yes, if sign is greater than 12 square feet |
| Promotional | 1 per business establishment; 1 additional sign may be permitted if business is directly adjacent to more than one street; 6 times per year limit | 12 square feet combined for business/ building frontage less than 40 feet; 36 square feet combined for business/ building frontage 40 feet or more | Banner, wall, ground, or window | Shall not be erected more than 7 days before event and shall be removed 1 day after event, but in no case shall it be erected for more than 14 days | Yes |

| | | | | | |
|-------------|--------------------|---|----------------|-------------------------|-----|
| Information | N/A | 4 square feet combined per business establishment within a multi-tenant building; 6 square feet combined per single business building | Wall or window | N/A | No |
| Ground | 1 per lot frontage | 16 square feet for lot frontage up to 100 feet; 32 square feet for lot frontage over 100 feet | N/A | May be a directory sign | Yes |
| Wind | N/A | 12 square feet for each building or lot or 4 square feet per establishment, whichever is greater | N/A | N/A | No |

Building Identification and Business Identification Sign Sizes

A sign permit is required for all signs greater than twelve square feet in size. The maximum size area allowed is as follows:

| Building setback: Less than 25 feet | |
|--|--|
| Building/business frontage (feet): | Maximum sign area (square feet) |
| 49 or less | 24 |
| 50 - 59 | 27 |
| 60 - 69 | 30 |
| 70 or more | 33 |
| Building setback: 25 feet--99 feet | |
| Building/business frontage (feet) | Maximum sign area (square feet) |
| 39 or less | 24 |
| 40 - 49 | 32 |
| 50 - 59 | 36 |
| 60 - 69 | 40 |
| 70 - 79 | 44 |
| 80 or more | 48 |
| Building setback: 100 feet or more | |
| Building/business frontage (feet) : | Maximum sign area (square feet) |
| 39 or less | 24 |
| 40 - 49 | 40 |
| 50 - 59 | 45 |
| 60 - 69 | 50 |
| 70 - 79 | 55 |
| 80 or more | 64 |

16.13.030 Definitions

“Applicant” means the owner of real property, or a person or entity who has written permission from the property owner to conduct a legal activity on the owner’s property, on which a sign is being placed.

“Awning sign” means a sign that is part of or attached to an awning, canopy or other structural protective cover over a door, entrance, window or outdoor service area.

“Banner” means a sign of lightweight fabric or similar material.

“Building frontage” means the length of a building side facing an adjacent street, rounded to the nearest foot.

“Building identification sign” means a sign identifying the name of the multi-tenant building to which the sign is attached without any other commercial messages.

“Building setback” means the distance from the building to the street property line, perpendicular to the building frontage, rounded to the nearest foot.

“Business frontage” means the widest length, from demising wall to demising wall, of the front of a building unit occupied by a business establishment, rounded to the nearest foot.

“Business identification sign” means a sign identifying the attached business establishment and which may include other commercial messages.

“Direct illumination sign” means a sign which is illuminated internally or backlit such that an artificial light source shines outward, away from the sign.

“Directional sign” means a sign which contains no commercial message but is intended to guide vehicular and/or pedestrian traffic within a lot or destination area. Except within destination areas, business establishments may be identified.

“Directory sign” means a sign which lists the names of the business establishments located on the property.

“Ground sign” means a free standing, self supported, non-moveable, permanent structure erected or supported securely from the ground containing one or more sign faces.

“Hanging sign” means a sign which hangs down from and is supported by or attached to the underside of an awning, canopy, or marquee, or a sign hung from an arm attached to a building or structure.

“Illuminated sign” means a sign which is illuminated from an artificial source either directly or indirectly.

“Information sign” means a sign providing store hours, conditions of sale, acceptable credit cards.

“Indirect illumination sign” means a sign that is illuminated by an artificial light source shining toward and on to the sign.

“Lot frontage” means the length of the side of a lot facing an adjacent street, rounded to the nearest foot.

“Projecting sign” means a sign installed at an angle of more than thirty degrees from the side of a building.

“Promotional sign” means a temporary sign advertising a special event and having a limited duration, including but not limited to banners.

“Public right-of-way” means property the public has a right to enter.

“Roof sign” means a sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design.

“Sign” means a device, fixture, placard, structure or direct application on real property, either outside a building or inside within three feet of a window or door, which is visible from a public right-of-way or adjacent property, that uses any color, form, graphic, illumination, symbol or commercial messages to advertise, announce the purpose of, identify the purpose of a person or entity or to communicate commercial information of any kind to the public; provided the term shall not include window displays, scoreboards, gravestones, commemorative plaques, government signs, automobile bumper stickers or signs held or worn by an individual.

“Wall sign” means a sign attached parallel to, but within six inches of a wall, painted on the surface of a wall, or erected and confined within the limits of a wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

“Wind sign” means a sign of lightweight fabric or similar material that is mounted to a pole or other fixed support at one side of the fabric or material and is designed to move in or with the wind and is attached as a ground or projecting sign but does not include government flags.

“Window display” means the display of any merchandise for sale on the premises within a window.

“Window sign” means a sign that is placed on the outside of a window or inside within three feet of a window which is visible from a public right-of-way. (Ord. 3057 § 1 (part), 2002)

CSP Examples

- The examples below are simply meant as a guide to help in creating an acceptable CSP and attempts to cover most of the items needed to make reviewing the application and the later implementation of an approved CSP, clearer, easier, and faster for everyone.
- Please use or modify any of the following items/pages as appropriate for your unique signage plan, requirements, or needs.

PLEASE NUMBER ALL PAGES EXCEPT THE COVER PAGE & THE LETTER OF AUTHORIZATION

Checklist item No.3—COVER SHEET: (on its own page):

Name of Building

Address of Building

TMK of property

(PHOTO OF BUILDING HERE IF WANTED)

COMPREHENSIVE SIGNAGE PLAN

PREPARED BY: _____

Checklist item No.4—GENERAL SIGN SPECIFICATIONS AND RULES:

INTRODUCTION

This Comprehensive Sign Plan is intended as a guide for all signs on the property. Signage remains an important element to the success of the overall visibility and climate of its tenants.

Standards has been established to provide for individual tenant business identification and assure architectural compatibility with the building, maintain uniformity of size, location, color, materials, illumination, conformity with Maui County codes, and to allow sufficient, through not excessive business signage.

SCOPE OF SIGN CRITERIA

All signs on the property or buildings, including decals, banners, posters, placards, notices, stickers and pictures which are visible from the adjacent public right-of-way shall be covered by this plan.

GENERAL DESIGN CRITERIA

In keeping with the property and the buildings unique architecture and location, all signs should be attractive and easily read, yet compliment the architecture and the location identity.

The sign area shall consist of the entire surface area including any plate, frame, outline, or trim. When the sign consists of letters, words and/or graphics, the sign area shall be the smallest square or rectangle within which the entire letters, words and graphics can fit in.

GENERAL RULES FOR BUSINESS SIGNS

1. No sign shall be erected and / or maintained on the property or building unless it conforms with all applicable County Codes, Rules, and Ordinances. Any building or business identification sign larger than twelve (12) square feet will require a separate sign permit from the County of Maui.
2. Every sign and the structure that supports it shall be maintained in a clean, rust free, painted and structurally sound manner.
3. No signs, murals, pictorial symbols, stripes or other graphic devices shall be painted directly on any exterior surface of any wall or window of the building or parking lot.
4. All signs shall be of high quality, professional design, fabricated and installed by a Licensed Sign Contractor.
5. Signs that move, rotate, blink, flash or animate in any fashion are expressly prohibited including mirror finish and any reflective material.
6. No sign shall be permitted without prior review and written consent of the landlord (or its' agent).
7. Tenant shall submit the following for landlord review and approval:
 - a. Sign elevation on building, plot plan and location (to scale).
 - b. Section elevation showing construction details, finish material, etc.
 - c. Colors and type of finish
 - d. Type face and cap height of all lettering.
 - e. Contractors' name and license number.
 - f. Other items.....
8. The landlord has the right to refuse approval if the submitted design is deemed to be in conflict with this criteria or does not conform to the overall image of the building.
9. Any sign that does not conform to Chapter 16.13 of the Maui County Code shall be removed by the Landlord or its' Tenant at the cost of the Tenant.

PROHIBITED SIGNS BY THE COUNT OF MAUI (Maui County Code 16.13.150)

1. Any sign requiring mechanical electrical or any other power source for its animation, flashing, movement or motion, except wind.
2. Inflatable signs
3. Signs which refer to activities or uses on another lot.
4. Signs greater than six square feet composed primarily of reflective materials, such as mirrors, bright metals and highly reflective paint.
5. Portable signs.
6. Signs attached to or placed on a non-registered vehicle, trailer or vessel.
7. Signs attached to, painted, or placed on a registered vehicle, trailer or vessel which includes arrows or directional information, except addresses.

Checklist item No.5—DESIGN REQUIREMENTS FOR SIGNS:

SIGNS PROVIDED BY TENANT

BUSINESS IDENTIFICATION SIGN(S): *[might be best to have this item on its own page]*

1. Unless the business is directly adjacent to more than one public street, tenant will be allowed one business sign per business establishment, mounted above the main business entrance.
2. Lettering for the sign shall be limited to the tenant business name and logo
3. The size of the sign will be ___" by ___" and installed above the tenant door space.
4. The total size of the area of the sign is _____ square feet. A separate Permit from is required from the Count of Maui if the sign is greater than 12 square feet.
5. Illumination of the sign, yes or no. If yes, describe how.
6. Sign will be constructed out of _____....
7. Colored or painted to match _____....
8. Mounted via _____.....
9. Other info as needed....
10. Example of sign below. (Include all dimensions of the sign)



INFORMATIONAL SIGN(S) (like business hours) *[might be best to have this item on its own page]*

1. Information signs shall be no more than four (4) square feet combined per business establishment. These signs may either be wall or window mounted. And its content shall not be visible from the public right of way.
2. Other info as needed....
3. Sign example below/right



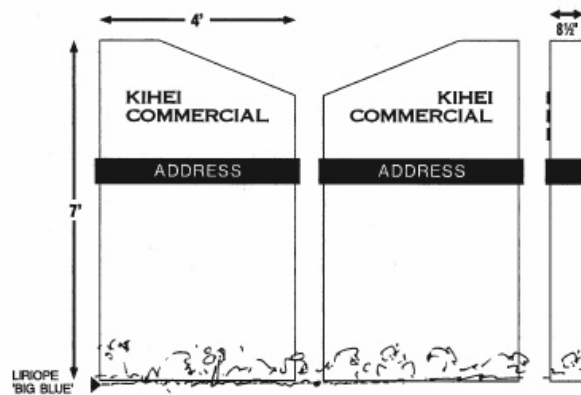
PROMOTIONAL SIGNS (IF ALLOWED)

1. One Promotional Sign may be allowed per business establishment.
2. The max size of the promotional sign shall be _____ square feet.
3. The promotional sign shall not be erected more than 7 days before event and shall be removed 1 day after event, but in no case shall it be erected for more than 14 days.
4. All promotional signs require the approval of management and a separate Promotional Sign Permit from the County of Maui.
5. Other info as needed....

SIGNS PROVIDED BY LANDLORD

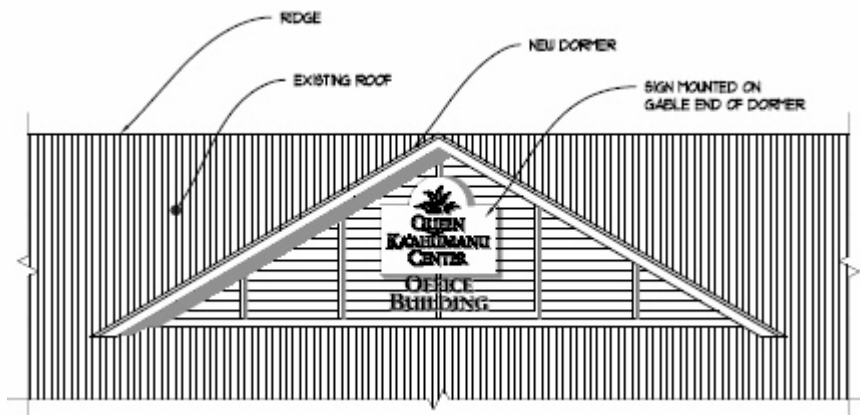
GROUND SIGN [*might be best to have this item on its own page*]

1. The Ground Sign will be _____ square feet in size. (Indicate if sign will be double-sided)
2. The size of the sign shall be ____"x____", and mounted ____" off the ground.
3. Sign location shall be placed _____ distance from (include front, side, and building in the distance measurements)
4. Constructed with (list type of material and construction method) _____
5. Lettering style shall consist of _____
6. Illumination of the sign, yes or no. If yes, describe how.
7. The landscaping that will surround the ground sign will consist of (list plants)_____.
8. Irrigation of landscaping will be via (List the type of permanent irrigation system).____
9. Place rendering of proposed sign below, or on separate page if more space is necessary. (Include all dimensions of the sign, etc. height of bottom of sign from the ground, height of top of sign from the ground, width of sign from the posts, exterior dimensions of actual sign.)

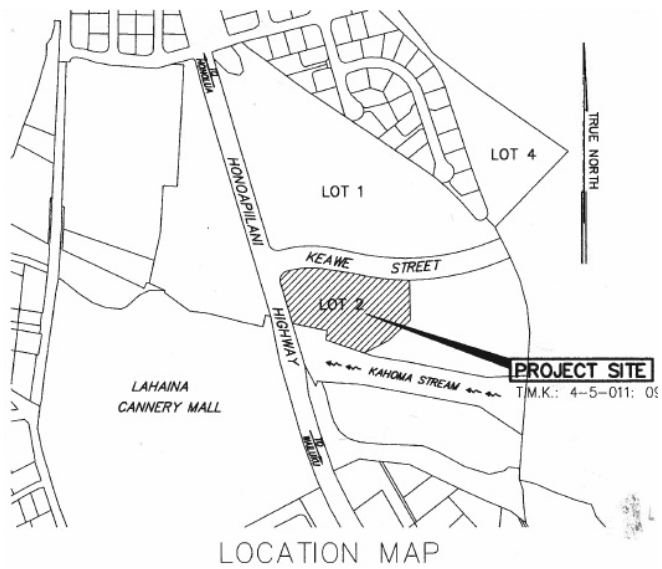


BUILDING IDENTIFICATION SIGN [*might be best to have this item on its own page*]

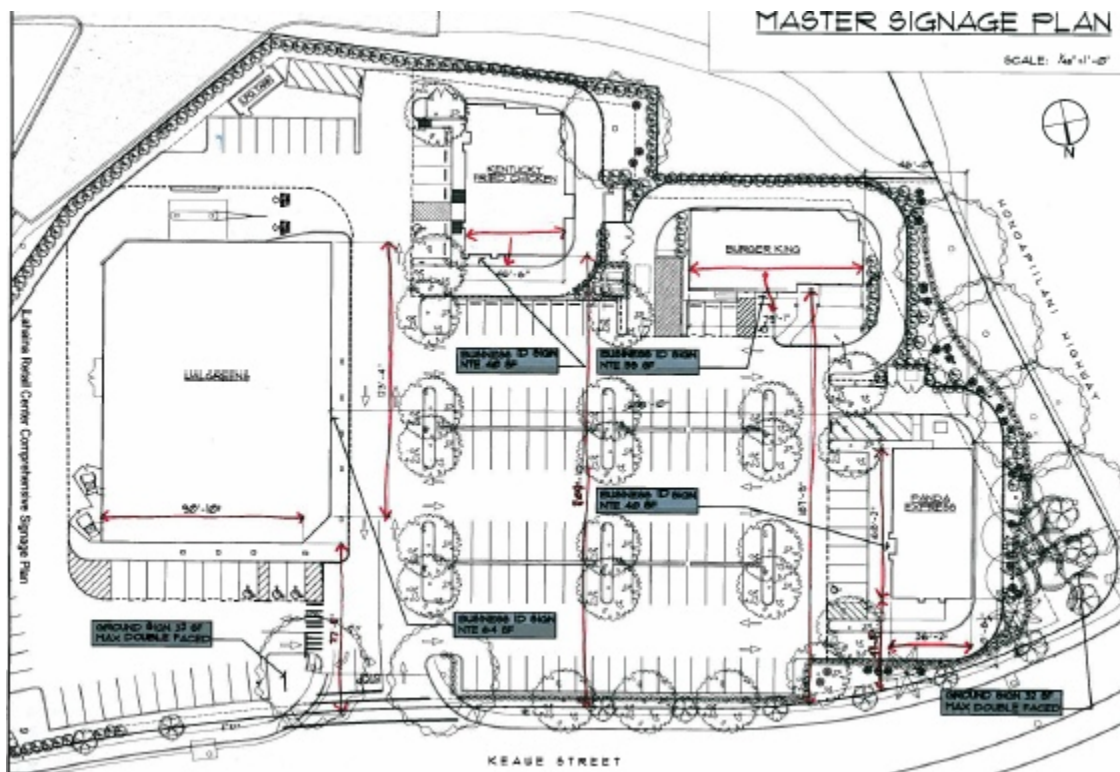
1. Building Sign size shall be ____"x____", with a total area of _____ sq.ft..
2. The sign will be located _____
3. Mounted via _____
4. Constructed out of _____
5. The type font for sign and lettering shall be _____
6. Other info as needed....
7. Sign example below



Checklist item No.6—GENERAL LOCATION MAP: [Please use whole sheet of paper for this item]

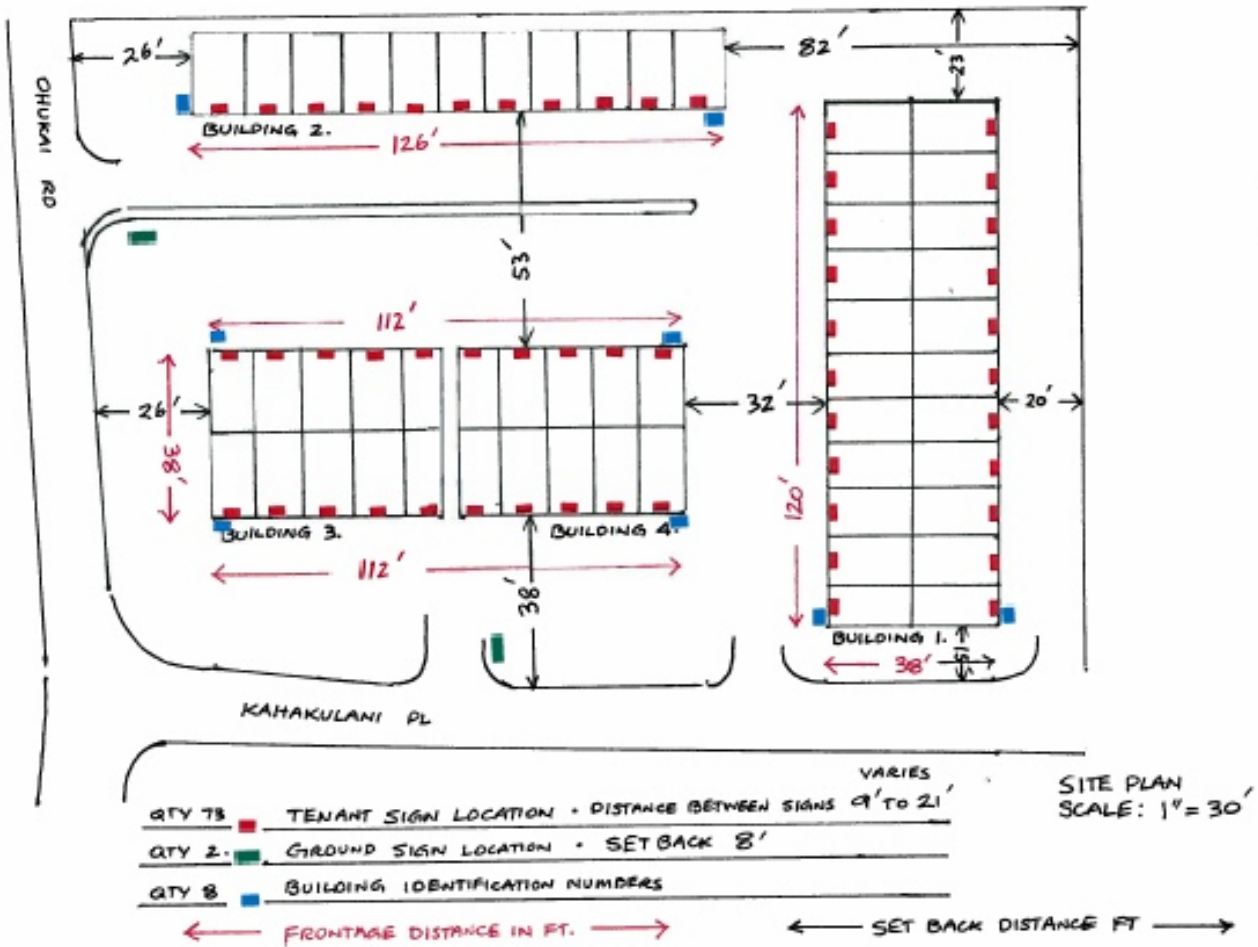


Checklist item No.7—SITE PLAN OF THE ENTIRE COMPLEX: [Please use whole sheet of paper for this item]

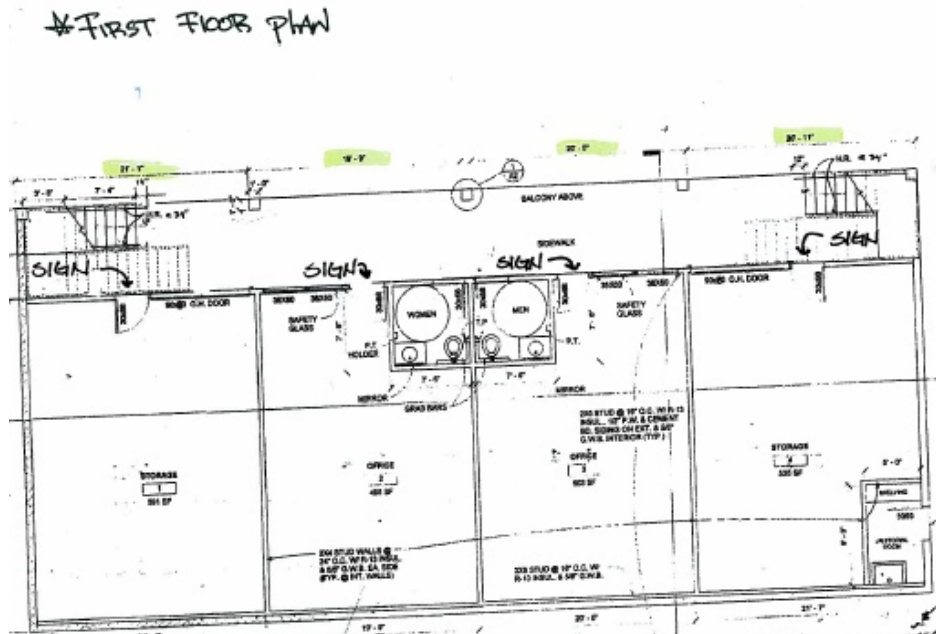


Another example of a site plan

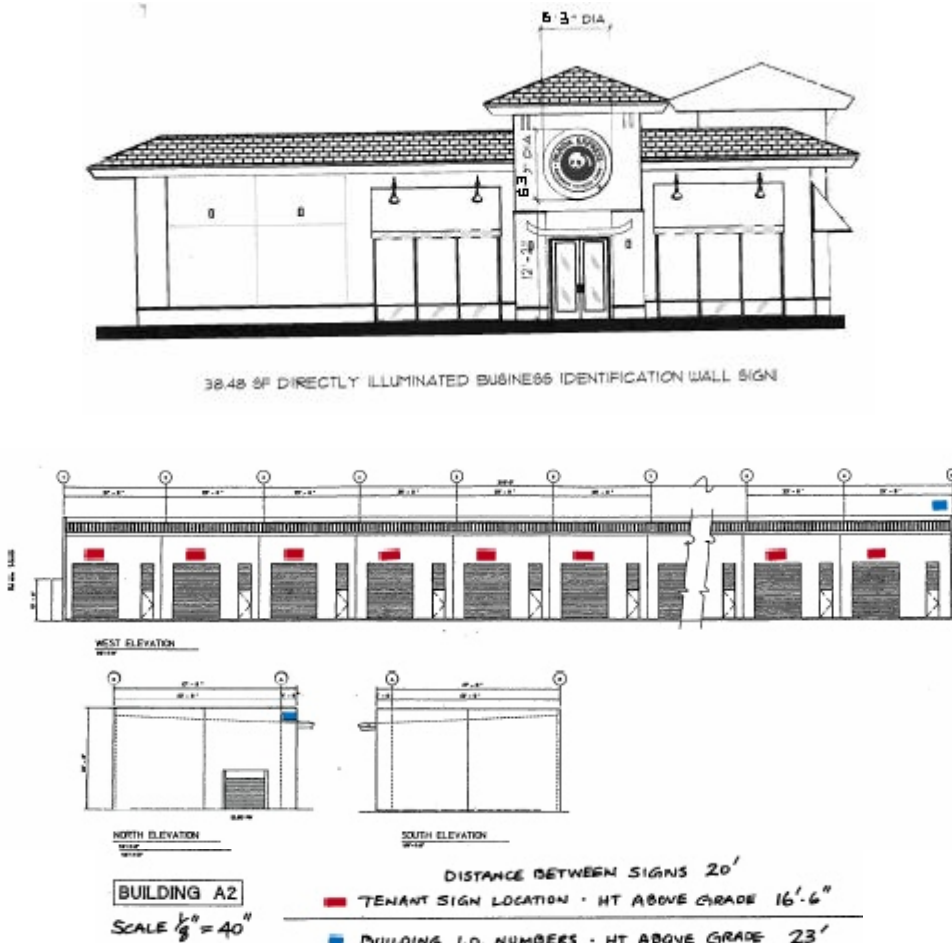
SITE PLAN:



Checklist item No.8—SITE PLAN OF THE INDIVIDUAL TENANT SPACES (FLOOR PLAN):



Checklist item No.9—EXTERIOR BUILDING ELEVATION PLAN: [Please use whole sheet of paper for this item]



Checklist item No.10—PHOTOS OF PROPERTY AS IT APPEARS FROM THE STREET: [Please use whole sheet of paper for this item]



Checklist item No.11—AUTHORIZATION AND APPROVAL FROM THE OWNER:

Be sure to include contact info for both the applicant and the owner.

Sample wording of the body of the letter might say something like...

We, hereby authorize _____(applicant)_____, to submit and sign for a Sign Permit Application on behalf of _____(owner)_____. This letter confirms that _____(owner)_____, is the legal owner of the real property and authorizes _____(applicant)_____, to act as its agent with regards to this application.